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The Prairie View Standard

Vol. XXV

Prairie View State Normal and Industrial College, Prairie View, Texas, June, 1934

No. 10

Levels of Service

(By Mr. Gordon Worley, State Department of Education, Austin, Texas.)

(Continued from April Issue)

If ever we are to bring about a more cordial, helpful and understanding relationship between our races and between the arbitrary service level groups within our people as a whole, two things must happen. First: **LEADERSHIP** within the church, school, business, and industrial groups must become imbued with the true spirit of a NEW DEAL and a passion for action to obtain justice for all. Second: We shall be compelled to get considerable eliminations, additions, and revisions, in our textbooks. Inter-racial readers quite generally agree that relatively too little space and emphasis are given in our textbooks to the contributions of the Negro to our civilization. It is also common knowledge among fair thinking people that many textbooks carry prejudice which certainly ought to have been omitted long ago.

Since American teachers as a class probably use textbooks more as a basis of what they teach, than any other nation's teachers it is all the more important that a re-valuation of the relative importance of much that is now emphasized or minimized in many of our subjects and texts should be had. For instance this will be made clear by quoting from Cedric Fowler in the November 1933 "New Outlook." "Even books first published in 1932 and 1933 ignore or minimize the present DEPRESSION. One popular example gives it eight lines, and then finds immediate consolation in a footnote, (sixteen lines) on the world's largest office building and a visit to King Prajadhipok for an operation on his eyes. Both are American triumphs that far outweigh the set backs of the present crisis.

"Labor problems have been neglected in all but the most progressive texts. Where they have been treated in a realistic and thorough manner, the author opens himself to the fearsome charge of radicalism. The growth and organization of unions is ignored. Labor problems that have led to important changes in law or government policy are omitted, or passed over so rapidly and sketchily that the student has no help in forming an understanding of the issues involved.. Books devoted to the makers of America, for the most part, exclude labor leaders, even the most prominent and soci-ally respectable.

"The present economic crisis has greatly increased interest in the problem of poor
(Continued on page 3)

STATE NEGRO BUSINESS LEAGUE ADVOCATED

By Napoleon Bonaparte Edward

We believe the time is now at hand for the organization or promotion of a State Negro Business League in Texas. A Texas Negro Business League would stimulate, encourage and train Negroes in the essentials and practices of sound and safe business.

The Texas Negro Business League should reach every element of business by Negroes in Texas and have direct affiliation with the National Negro Business League, founded by Booker T. Washington. Schools and colleges, also, could render invaluable assistance in offering non-credit courses to men and women engaged in business, large or small.

The time is now at hand to enlarge our avenues of business and absorb in part the surplus, unemployed men and women coming annually from our colleges and universities. This is not a plea for Negro business, but rather for more Negroes to engage in business. We would be glad to see a Texas Negro Business League properly organized, and if already organized, earnestly supported with these aims and objectives honestly and fairly undertaken.

FIFTY DOLLAR SCHOLARSHIPS TO BE AWARDED BY PRAIRIE VIEW

Prairie View State Normal and Industrial College is offering for next regular session, which begins September 17, scholarships amounting to Fifty (\$50.00) dollars each. These scholarships will be awarded to the highest ranking student in each of the Negro High Schools of the State. These students must come from this year's graduating classes to be awarded scholarships.

Inquiries about these scholarships are coming daily to the office of Principal W. R. Banks. The Principal anticipates that practically every eligible Negro High School in the State will secure one of these scholarships for its foremost graduate.

This is the first time these scholarships have been offered by the State College. The awards are eliciting wide-spread attention by superintendents and principals from both rural and urban sections.

THE PROBLEM OF SUBJECT MATTER IN AN INDUSTRIAL ARTS COURSE OF STUDY

By Prof. T. H. Brittain
Head, Carpentry and Cabinet Making
Department

It is more evident now than ever before that our course of study should be revised. This is not only true in the industrial arts field, but in the liberal arts field.

There is too long a gap between our system of education and actual life. In this new and modern day of military science I don't know what command the officer gives to the squad that gets behind, but when I took military science he gave the command: close ranks. That's exactly what we need to do in our educational system. Our big job is not merely to teach trades but to train boys and girls in order that they may be socially efficient, using trades as a means to an end.

In arranging our subject matter in our course of study there are several factors to be considered. In this connection the following questions, while not conclusive, are offered as one method of gaining evidence for or against the desirability of introducing a new industrial arts subject at a given time.

1. Is it rich in educational content? A subject, in order to gain entrance into the curriculum, should have a content that may be explored to advantage both from the manipulative and technical viewpoints. Brick laying, for instance might represent a rather broad field of activity, but would be rather limited in content as an industrial arts subject.

2. Is the cost of installation reasonable? The answer to this question would depend upon a number of factors. There can be no question that the installation cost of a course has sometimes been out of proportion to its possible values. Machine Shop Practice for example. On the other hand if we do not have sufficient equipment to give thorough training in the course, it's better not to offer it at all. I am of the opinion that fewer courses properly equipped and thoroughly taught are better than several courses inadequately equipped and poorly taught.

3. Does the subject suit the ages and maturity of the students? Work which must include extensive use of machinery cannot be taught and thought of as suitable for children from 12 to 15 years of age.

4. Is there local representation of the activity? The question of how far local representation should be allowed to influence the selection and installation of a sub-

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W. Rutherford BanksPrincipal
Napoleon B. Edward.....Executive Secretary

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Notice to Contributors

The Standard requests all professionals as well as the public in general to send articles for publication directly to the editor.

THE NEGRO MUST RECOGNIZE THAT AT PRESENT THERE IS A BUYER'S MARKET IN WHICH THE CONSUMER HAS A CHOICE

By Walter R. Harrison
Professor Rural Economics, Prairie View State College, Prairie View, Texas

The Negro, on going into any type of business, should not take the attitude that he is in power and the consumer must buy from him or starve for the want of economic goods. The Negro in business must revolutionize his attitude toward economic problems.

The Consumer is Always Right

At present, there is a Buyer's Market in which the consumer has a choice. There are many businesses today carrying the same variety of goods and the same type of service. This means that the consumer is not forced to trade with any particular dealer, but that he has a choice of buying from whom ever he wishes, on the basis of service, quality, and cheapness of economic goods and services. The consumer dictates not only the production but the price as well. The most interesting party in our marketing scheme at present, then, is the consumer. It is this party that the Negro must ultimately satisfy. The Negro has for a long time considered as negligible the change of consumption. He has directed all of his attention to himself as a producer, which is altogether natural, but now he must change his viewpoint to the importance of the consumer. This change places the value in man's want itself and not in the thing wanted. The Negro consumer ceases to be merely passive, but instead seems to be far more active than is generally recognized. The consumer is always right. If he demands intelligence,

orderly surroundings, politeness, service, and a special kind of economic goods, then, the Negro in any type of business must give the consumer those things that he desires.

The Negro in Business Must Possess Intelligence, Politeness, and Must Render an Indispensable Service to The Consumer

The Negro consumer is quick to feel a sense of injustice and wrong in economic dealings with his own. Therefore, it is necessary that the Negro in business work out a fair technique, which is the direct result of intelligence in dealing with the consumer. The Negro in business must be polite so as to gain the good will of the majority. In other words, he must be meek and humble, but yet maintain sufficient intelligence to make his business a success.

Again the Negro in business, if necessary, must go out of his way to render a type of service that will satisfy his customers. Each new service and convenience will draw additional consumers.

The writer firmly believes that the correct starting point for the Negro in business is with the Negro consumer. The growth and prosperity of the Negro in business will depend entirely upon how well he pleases the consumer as to quality, price, and service.

A Study Should be Made on the Consuming Power of the Negro in The State of Texas

A study should be made on the amount of money the Negro spends for economic goods and services in the state. Comparative studies can also be made according to sections of the state. Such studies will be very valuable because it will enable the Negro going into business to have a definite knowledge of conditions. An investigation of the kind mentioned above will point out certain locations for Negro business, the value of consuming power and various types of businesses to be established. It is hoped that the above article will stimulate thought and action on the part of those who are interested and firmly believe in Negro business. The Negro in business will have to face this fundamental fact, that there is at present a Buyer's Market in which the consumer has a choice.

PROF. O. A. FULLER, JR.

Prof. O. Anderson Fuller, Jr., has returned from the University of Iowa where he has been on leave of absence completing his studies leading to the degree of Master of Arts in Music.

Prof. Fuller has been head of the School of Music at the college for several years. He resumes his position with added enthusiasm and superior training which will be reflected in his work among students enrolled in the college.

DR. WALTON WALLER

Dr. Walton Waller, son of Prof. C. H. Waller, head of the Agricultural Extension work for Negroes, is back home from Iowa State College where he has been a student in the School of Veterinary Medicine. Dr. Waller has made a good record and will no doubt graduate from the Iowa College with distinction.

Before going to Iowa, Dr. Waller completed the four-year college course in agriculture and was awarded the degree of bachelor of science.

MR. R. W. HILLIARD

Mr. R. W. Hilliard reported to the Standard that he would go away to study at least a part of the summer. He said he would quite likely go to the University of Wisconsin.

Mr. Hilliard is associated with the Subsistence Department at the college and chairman of the Committee on Ex-Student Relations.

The first term of the summer school closes following the term examinations, July 6. The second term begins July 7. The teachers are earnest and enthusiastic in their work. Most of them are experienced teachers continuing their education so as to better prepare themselves for more comprehensive services in their respective communities.

Professor W. L. Davis, Grandmaster of the U. B. F. Lodge of Texas, lectured at Prairie View State College during the past week. Professor Davis was interested in the organization for the Study of Negro Life and History. He was presented to 1100 teachers and visitors in the auditorium by Secretary Napoleon B. Edward. Both Professor Davis and his message were generously received by the entire College assembly.

He believes and emphasizes that Negroes should study and know their history and achievements and pass the worthy deeds of the race on to posterity, thus inspiring confidence and hope in the bosoms of generations to come on after.

A unique and very pleasant entertainment was given on the Tennis Court beginning at eight o'clock in the afternoon. Purple skies, mingled here and there with twinkling stars, were visible throughout the evening. And cooling zephyrs direct from the Gulf and brilliant electric lights added refreshing accommodations to the occasion. The entertainment was sponsored by graduates and undergraduates of the College in the interest of Anderson Hall.

LEVELS OF SERVICE

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relief. Thousands of city children come from homes the sole support of which is the municipal relief system. But civics text-books still in wide use make no mention of this problem on city and country government."

Vocational guidance perhaps one of the greatest needs of our educational system today, is hardly mentioned in economics or civics textbooks.—Textbook authors are apparently not aware of any necessity for any control or counsel in the selection of a job. School biographies of national heroes, especially those concerned with heroes of commerce and industry, emphasize merely individual characteristics. They tell our children that leaders are made solely by their personal merits, their bravery, industrious habits and cunning luck. No attention is paid to the social forces that created the man, that placed him in his position and arranged events along lines which made it possible for him to become a leader.

A fair and impartial study of our textbooks in general will, I believe, convince any open-minded and fair person of the need for an early and extensive revision of them and particularly of those pertaining to the social and economic welfare of our people as a whole. But, I still carry a little spark of optimism from the era now, I believe, passing beyond the horizon, and I confidentially look forward to a much more general awakening in the hearts and minds of men to a feeling of their responsibility for the welfare of their fellow man no matter what his race, religion, or arbitrary service level may be. In the language of the poet:

I, too, am weak and faith is small,
And blindness happeneth unto all;

Yet some times glimpses on my sight;
Through present wrong the eternal right;

And step by step since time began,
I see the steady gain of man.

And onward, upward, moves the race,
With fearless heart and steady pace.

Until at last we come to be
The good that now we dimly see.

Ye heirs, of all the ages
Stand on tip toes,

While the promised land unfolds
Before our ravished sight
The beauty of accomplished right.

THE PROBLEM OF SUBJECT MATTER IN AN INDUSTRIAL ARTS COURSE OF STUDY

(Continued from page 1)

ject, is a debatable one. It may well be pointed out that not many skilled mechanics on any job or in any factory learned their craft in the locality where they are now working. Nevertheless, this point should be considered in the sum total of determining factors.

5. Are students interested? Much of the manipulative work in trade courses is on the elective basis. Many a teacher has found himself without students because he failed to take into consideration the interest of students, and has failed to practice some salesmanship methods in advance.

Therefore, I believe that all of our trade courses should be so broad, full and flexible that they can be bent to fit the interest of the student and not the student be bent to fit the courses. It has been my experience as an industrial arts teacher that I have as many problems as I have students, therefore individual differences, talents, aptitudes, attitudes and backgrounds must be taken into consideration, and my psychology is that you have not taught the entire class until you have taught every individual student in the class.

6. Is local sentiment in favor?
No school subject is safely installed as a permanent part of a curriculum until there is a public sentiment in its favor.

7. Are the superintendent and principal enthusiastic? This does not mean simply being tolerant. They may be tolerant and approve the scheme, and yet be luke warm as to its value. They should be convinced that the subject is eminently worthwhile.

The fundamental source from which to select subject matter for a complete program in industrial education is, obviously, industry itself. In some cases it may be industry of the past, but for the most part it is industry of the present. The past may be used to stimulate thought and appreciation, but only to the extent that it will function towards this aim. Historic considerations are sometimes valuable in the elementary school. Life as it is lived today and will be lived tomorrow should ever be the criterion upon which to build a body of subject matter for all educational activities of the school. Modern industry, with its allied activities furnishes a rich and satisfying source from which to appropriate useful subject matter in the field of industrial education through its entire range in the public school.

DR. E. B. EVANS

Dr. E. B. Evans, college veterinarian who has been acting registrar, has returned to Iowa State College, his alma mater, where he will enter the graduate school

OUTSTANDING EDUCATORS ATTEND CONFERENCES AT PRAIRIE VIEW

The Sectional Conference of Vocational Education held a three days session at Prairie View State College recently. Professor L. A. Potts, director of the Division of Agriculture, reported that more than sixty teachers of vocational agriculture attended the sessions. The conference practically considered every phase of vocational education and demonstrated plans and procedures with the view of stimulating and improving the work among Negro teachers in the state. The principal speakers of the conference were Dr. H. O. Sargent, federal agent of Agricultural education; Mr. J. B. Rutland, State Supervisor of Agricultural education; Dr. Gordon Worley, special supervisor of education in Texas; Dr. E. T. A. White, teacher-trainer; Professor L. A. Potts, director of Agriculture, Prairie View State College; Professor W. A. Flowers, extension service; and Professor G. L. Smith, department of agriculture, Prairie View State College.

Dr. Ambrose Caliver, senior specialist in Negro Education, Department of Interior, Washington, D. C., lectured to the college here June 18. More than 1000 students and visitors listened attentively to his lecture. Dr. Caliver complimented Prairie View State College on carrying the benefits of the Institution in a helpful way to the masses. In discussing education, Dr. Caliver among other things said: "Education is neither degrees, diplomas nor certificates. It is something that changes our insights and activities, our lives. In speaking of the curriculum, Dr. Caliver strongly urged that the curriculum should function in the needs of the community to enable one to live the largest and most serviceable life possible.

The Eleventh Annual Anniversary Celebration of the Texas Association of Colored Graduate Nurses was held at the College, June 17, 18 and 19. Welcome Addresses were delivered by Mrs. M. S. Brannon, superintendent of nursing education, and Miss M. E. Suarez, dean of women, Prairie View State College. Mrs. O. M. Mason responded. More than twenty-five graduate nurses attended the celebration, it was reported. Besides a series of demonstrations, lectures were given on public health, pathology and birth control. At the close of the celebration an entertainment was given the nurses under the direction of Miss M. E. Suarez and Mrs. I. W. Rowan.

during the summer.

The Standard is informed that Dr. Evans will resume his work at Prairie View after the close of the summer session at Ames.

MORE THAN 1000 ATTEND SUMMER SCHOOL AT PRAIRIE VIEW

The Summer School of Prairie View State College opened June 4 with an enrollment which has exceeded all expectations. Reports from the office of registration disclosed that more than 1000 students matriculated in the various divisions of the college for the first term.

The campus is a veritable beehive of student activity which recalls the scenes and attendances at the college during the long unbroken years before the depression. Students have come from all sections of the country enrolled in the new courses required by the State Department of Education or taking advanced work better qualifying themselves for positions they now hold in the colleges and public schools.

Notwithstanding the enlarged enrollment, Principal W. R. Banks and the faculty are engaging every courtesy and facility at the college to provide ample accommodation and convenience to all who may matriculate. A number of students are finding suitable places for room and board in the resident sections of the college community as well as in the nearby towns of Hempstead and Waller. All are apparently satisfied and have resumed class work with a zeal and earnestness which bespeaks a pleasant and successful summer session.

INTERSCHOLASTIC LEAGUE LARGEST IN HISTORY

The Interscholastic League, the Vocational and the Home Economics Judging Contests recently held at Prairie View State College, were more significant and interesting than at any previous time in the history of the organizations. More than 800 schools enrolled and engaged in the County, District and State Meets.

It was conservatively estimated that at least 5000 people from all sections of the State came to the College during the three days of the Interscholastic Contests.

Reports disclosed that schools in 76 counties became bona fide members of the Interscholastic League. These counties are as follows: Anderson, Austin, Bastrop, Bell, Bosque, Brazoria, Brazos, Burleson, Caldwell, Camp, Collin, Cass, Colorado, Delta, Denton, Eastland, Ellis, Falls, Fannin, Fayette, Fort Bend, Franklin, Free-stone, Galveston, Gonzales, Grayson, Gregg, Grimes, Guadalupe, Hardin, Harris, Hays, Henderson, Hill, Hopkins, Houston, Hunt, Jasper, Jones, Kaufman, Lamar, Lavaca, Lee, Leon, Liberty, Limestone, Madison, Marion, Matagorda, McLennon, Milam, Morris, Nacogdoches, Navarro, Newton, Nolan, Polk, Rains, Red River, Robertson, Rusk, Shackelford, Smith, Tarrant, Taylor, Travis, Trinity, Upsher, Van Zandt, Walker, Waller, Washington, Whar-

THE FIFTY-FIFTH COMMENCEMENT

The fifty-fifth commencement exercises came to a close May 28. On that day amid imposing ceremonies, immediately following the address of Dean R. O'Hara Lanier, Principal W. R. Banks conferred degrees and certificates on 62 students who had been successful in completing their work at the college.

Another feature, second only to that of the graduating exercises, was the annual meeting of the Alumni and Former Students Association. In speaking of the associational meeting, Mr. Roby W. Hilliard said about 700 graduates and ex-students attended the sessions. He said fully 1000 were present at the Alumni Banquet.

An interesting and significant phase of the Alumni program was the dedication of Anderson Hall, the three-story, brick dormitory, named for Prof. L. C. Anderson, former principal of the college. The dedicatory address was delivered by Prof. C. O. Rogers, president of the State Teachers Association. Prof. L. C. Anderson was present and was visibly affected by the exercises in his honor, and the value of the contributions in furnishings for Anderson Hall was more than \$600, Mr. Hilliard said.

TWO DEMONSTRATION SCHOOLS

Prairie View State Normal and Industrial College is conducting two demonstration schools for the benefit of teachers and prospective teachers now attending the summer session.

One of the demonstration schools is at Laneview about four miles west of the college. The other is at Waller, five miles south of the college. The former is under the supervision of Miss A. C. Preston. The latter is supervised by Miss B. Porter and Miss W. M. Douglass, all experienced teachers especially trained for the work.

The basic object of the demonstration schools is to acquaint the teachers with the best practical methods in teaching the various subjects in the curriculum of high and elementary schools. The latest methods of approaching, attacking and solving the intricate problems of school life are clearly shown by practical methods introduced and demonstrated before class groups each day.

ton, Williamson, Wood.

The Judging Contests no less than the Interscholastic League are educational as well as entertaining. They represent activities of school children in making and judging the products of the home and farm, in debating, essay-writing, spelling, declamation and the various athletic events of the track and field.

PROFESSOR J. B. CADE

Prof. J. B. Cade, registrar and director of the School of Arts and Sciences, has returned from the University of Chicago. He had been at the university all of the past regular session, specializing in school administration and school supervision.

Prof. Cade took up his work at the college immediately upon his return. Apparently he is in good health and fine form, agreeable, earnest and always considerate of the interest and rights of those who go in and come out of his office from day to day.

DR. LEO M. FAVROT

As a representative of the General Education Board of the Rockefeller Foundation, Mr. Leo M. Favrot spent several hours at the college recently. He was met here for conference by Dr. Gordon Worley, Dr. D. B. Taylor and Principal W. R. Banks.

Dr. Favrot has been, and is now, liberal in his views and interest in Negro education and his appearance at the college is always greeted with enthusiastic anticipation. During the chapel hour, Dr. Favrot spoke to more than 1000 students who had assembled to hear him. He was followed in his address, word by word, and was given generous applause at the close of his remarks.

DR. GORDON WORLEY

Dr. Gordon Worley, special state supervisor of schools, held conferences at the college with Principal W. R. Banks and other members of the faculty.

Thoroughly acquainted with educational affairs in the state, fair and considerate of the rights and privileges of all, Dr. Worley is rendering an invaluable service to the cause of popular education in Texas, generally.

MISS WILLIE LEE CAMPBELL

Miss Willie Lee Campbell, head of the Food Department, Virginia State College, came back to visit her Texas alma mater. She was graduated from Prairie View State College and was awarded the degree of bachelor of science in home economics. Later, she was awarded the master of science degree in home economics from Iowa State College.

Miss Campbell was cordially received by her Texas friends. She has always been a cautious, conservative student. The Standard predicts she will continue to make a good record in the Virginia college.

Dr. D. B. Taylor was at the college during the past week in conference with Principal W. R. Banks.